

# COLOUR INFORMATION

# WORKING WITH COLOUR



This is not an easy topic!

**DON'T PANIC!**

If it was  
there would  
not be so  
many books  
about it or so  
many web  
sites devoted  
to the topic.

**HELP** is at hand.

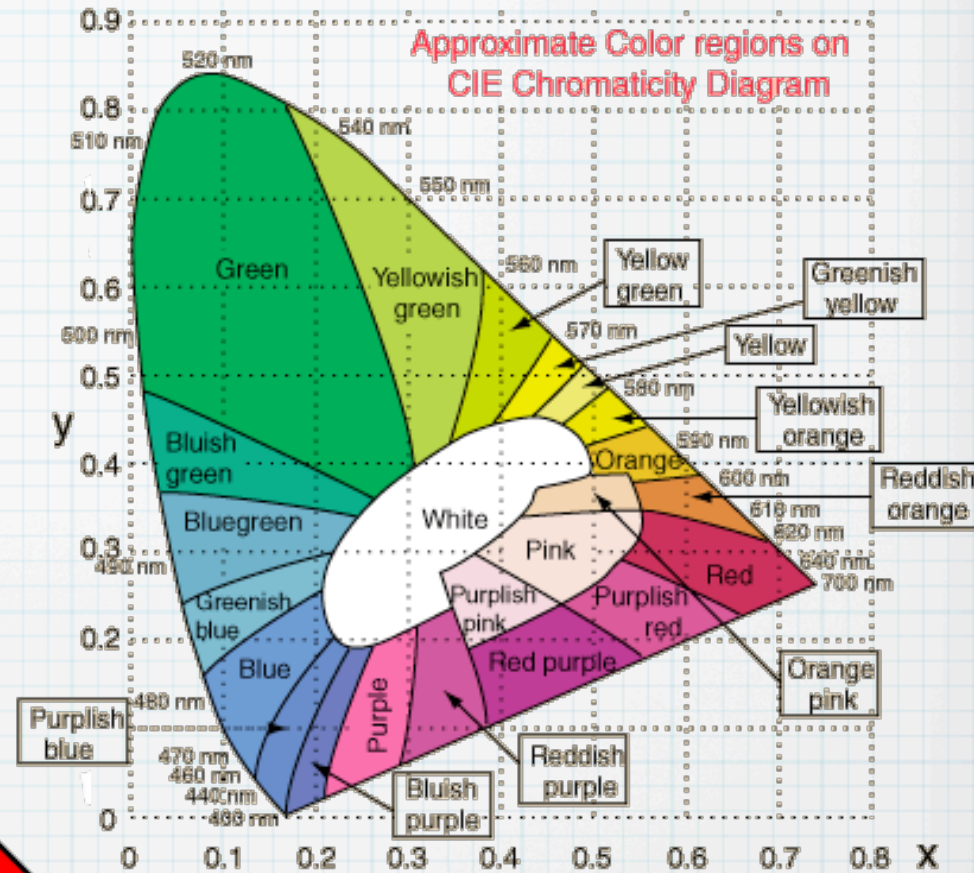
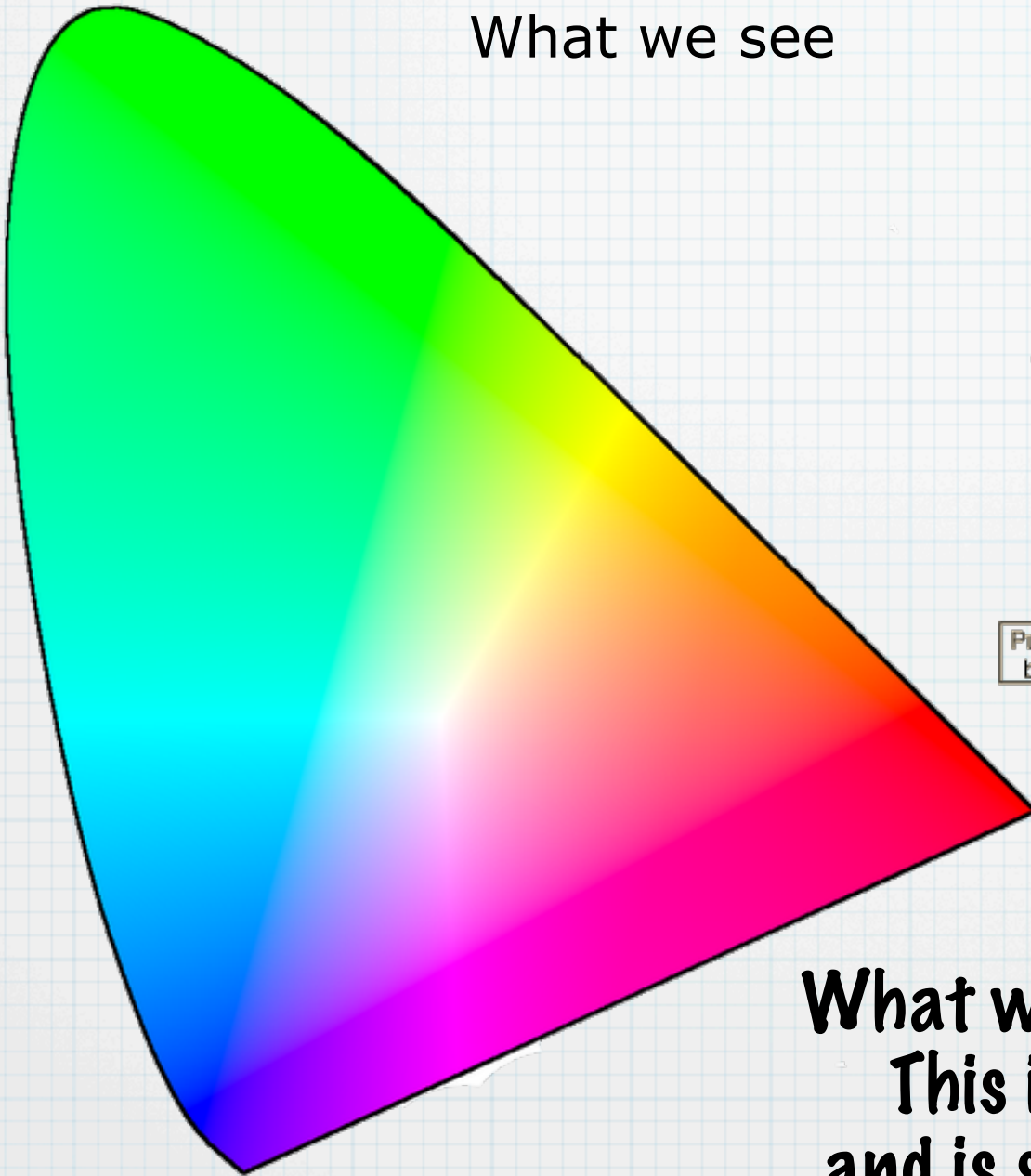


**EVERYONE'S  
EYES SEE  
COLOUR  
DIFFERENTLY**



# COLOUR THEORY

What we see

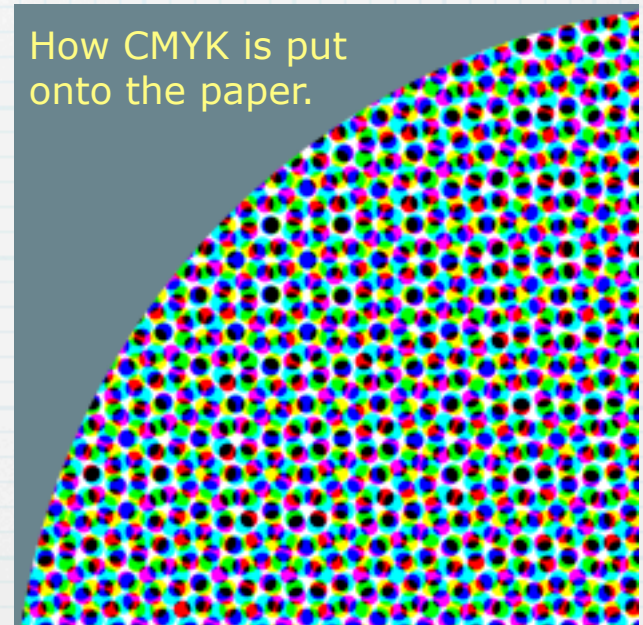
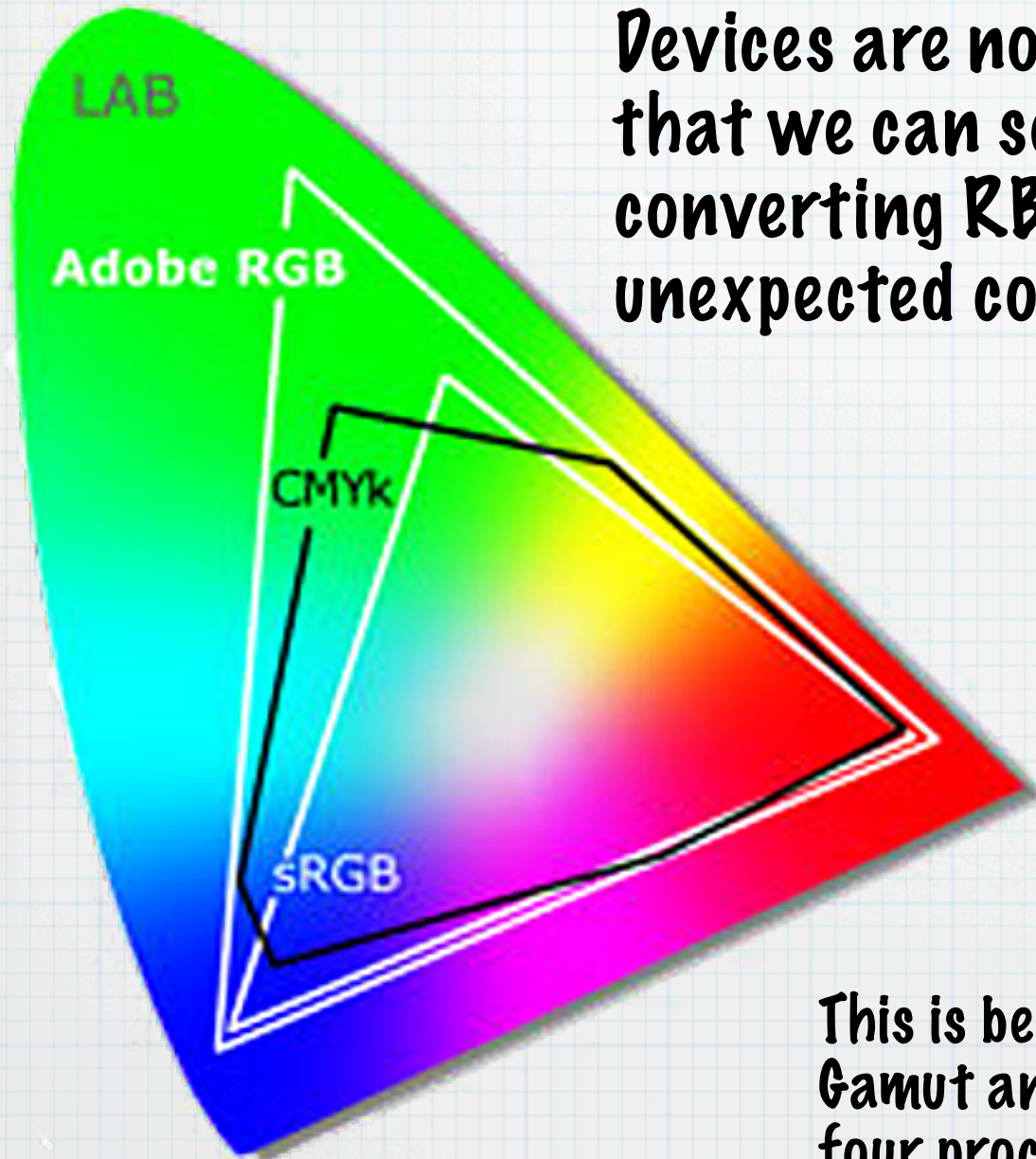


What we see is called the **GAMUT**.  
This is the full Visible Gamut  
and is sometimes known as **LAB**.

# COLOUR THEORY

## Colour Spaces

**Devices are not able to use all the colours that we can see. You need to know that converting RGB to CMYK can lead to unexpected colour shifts.**



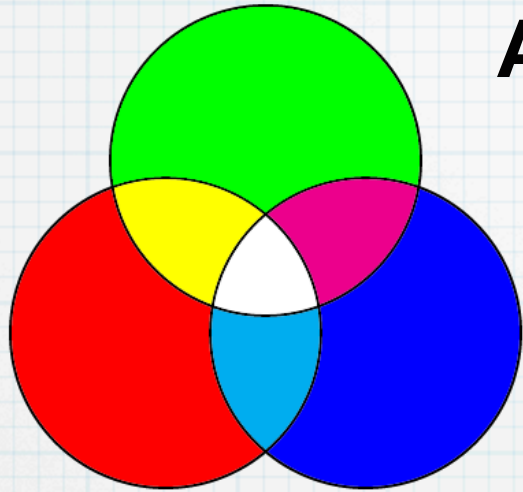
How CMYK is put onto the paper.

**This is because the colours are from a smaller Gamut and are represented by dots in only the four process colours.**

# COLOUR THEORY

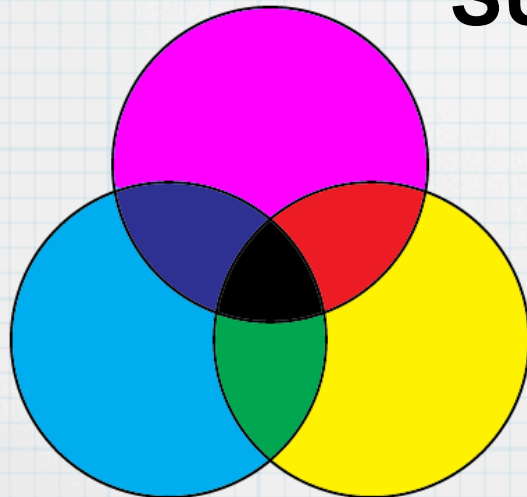
## Colour Mixing Systems

### ADDITIVE MIXING



This is the way that colour is produced for Monitors , TVs, Projectors, Scanners and anything else that uses three colour (RGB) light.

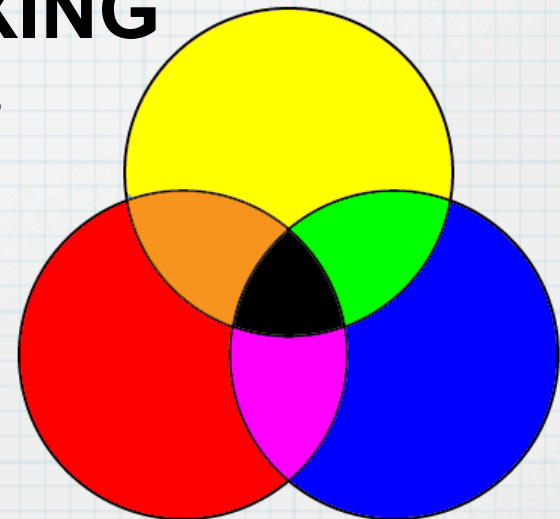
### SUBTRACTIVE MIXING



**CMY**

This is the way that colour is produced when light is reflected from the object. That is when a surface is coloured as in printing or any form of painting.

There are two different systems as shown.



**RGB**



# COLOUR THEORY

## Properties of Colour

**HUE** *This is the name of the colour*

**SATURATION** *Also called Chroma or Intensity. This is the strength or purity of the hue. It is the absence of black, white or grey in the hue.*

**BRIGHTNESS** *This is the relative lightness or darkness of a colour. Adding white lightens and makes a TINT. Adding black darkens and makes a TONE.*

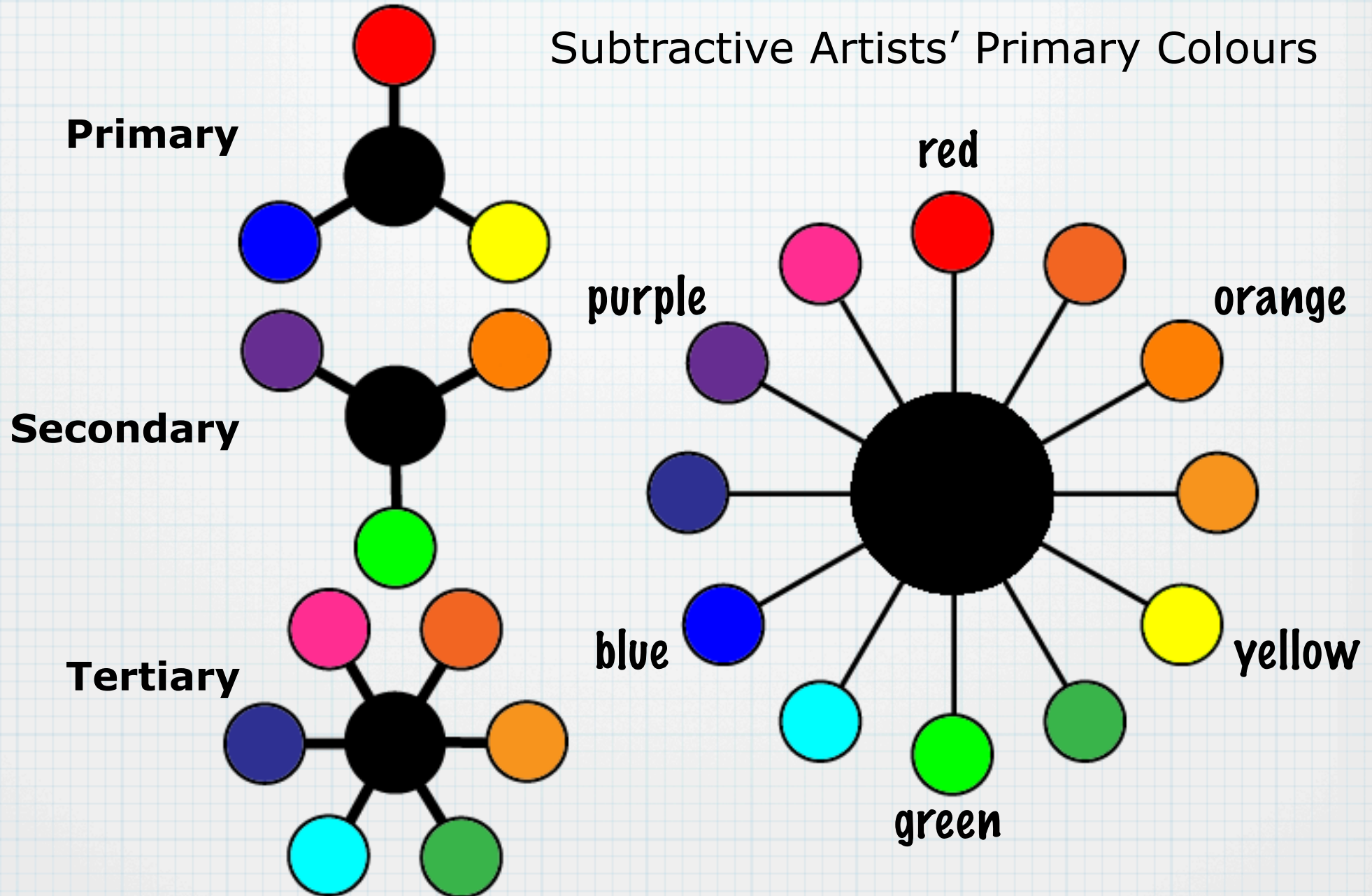
**TEMPERATURE** *The terms WARM and COOL are applied to express what colours "feel" like. Warm colours come forward and cool colours go into the background.*





# THE COLOUR WHEEL

Subtractive Artists' Primary Colours



# COLOUR MEANING

## PRIMARY COLOURS.

Fire  
&  
Blood

**PASSION: LOVE: ENERGY: EXCITEMENT: HEAT: POWER.  
AGGRESSION: ANGER: REVOLUTION: IMMORALITY.**

It has very visible, which is why stop signs, stoplights, and fire equipment are usually painted red.

Red brings objects to the foreground.  
In advertising, red is often used to evoke erotic feelings.  
Red is widely used to indicate danger.

**Light red** represents joy, passion, sensitivity, and love.

**Pink** signifies romance, love, and friendship and feminine qualities.

**Dark red** is associated with willpower, rage, anger, leadership, courage, longing.

**Red is a very intense and is the most dominant colour.  
It raises blood pressure and stimulates the heart rate.**

# COLOUR MEANING

## PRIMARY COLOURS.

**Sunshine**

**WISDOM: OPTIMISM: JOY: IDEALISM: ENERGY**  
***JEALOUSY: COWARDICE: CAUTION***

Yellow is very effective for attracting attention, so use it to highlight the most important elements of your design.

Yellow to creates pleasant, cheerful feelings.

Bright, pure yellow gets attention.

Yellow is seen before other colours when placed against black.

Yellow and Black are used for warnings.

Shades of yellow are visually unappealing because they loose cheerfulness and become dingy.

**Dull (dingy) yellow** represents caution, decay, sickness, and jealousy.

**Light yellow** is associated with intellect, freshness, and joy.

**Yellow is warming. It makes you cheerful, stimulates mental activity, generates muscle energy. When overused, yellow may have a disturbing effect and babies cry more in yellow rooms**



# COLOUR MEANING

## PRIMARY COLOURS.

Sea  
&  
Sky

**KNOWLEDGE: COOLNESS: PEACE: LOYALTY**  
***DEPRESSION: COLDNESS: DETACHMENT***

Blue is associated with depth and stability.

Blue is a masculine colour.

Dark blue is a preferred colour for corporate America.

Blue sends objects to the background.

Blue promotes products and services related to cleanliness

Blue suggests precision when promoting high-tech products.

Avoid using blue when promoting food.

Blue with warm colours creates high-impact designs.

**Light blue** is associated with health, healing, tranquility, softness.

**Dark blue** represents knowledge, power, integrity, and seriousness.

**Blue has a calming effect on the mind and body.**

**Blue slows human metabolism and suppresses appetite.**

**Blue is strongly associated with tranquility and calmness.**

# COLOUR MEANING

## SECONDARY COLOURS.

Plants  
&  
Nature

**FERTILITY: MONEY: NATURE: HEALING: HARMONY  
GREED: JELOUSY: ENVY: INEXPERIENCE**

Green is the most restful colour.

Green has a strong attachment to safety.

Green is often associated with medicine and health.

Green is cool and sends objects to the background.

Green promotes products and services related to health.

**Dark green** is associated with ambition, greed, and jealousy.

**Yellow-green** can indicate sickness, cowardice, discord, and jealousy.

**Aqua** is associated with emotional healing and protection.

**Olive green** is the traditional color of peace.

**Green is a calming, relaxing and refreshing colour.**

**Green means GO.**

# COLOUR MEANING

## SECONDARY COLOURS.

Royal  
&  
Rich

**LUXURY: WEALTH: WISDOM: MYSTICISM: NOBILITY**  
***EXCESS: EXAGGERATION: CRUELTY***

Purple combines stability of blue and the energy of red.  
Purple seems to be an artificial colour.  
Purple has a feminine and romantic quality.

Purple can be used for promoting children's products.  
Purple is useful for feminine design.

**Light purple** evokes romantic and nostalgic feelings.

**Dark purple** evokes gloom and sad feelings. It can cause frustration.

**Purple means rich.**



# COLOUR MEANING

## SECONDARY COLOURS.

**ENERGY: HEALTH: ACTIVITY: DETERMINATION**  
***CRASSNESS: LOUDNESS: TRENDINESS***

Orange combines energy of red and the happiness of yellow.  
Orange is associated with joy, sunshine and the tropics.  
Orange give a sensation of heat.  
Orange is highly visible.

Autumn  
&  
Citrus

Orange can be used for promoting foods and toys.  
Orange highlights the most important parts of a design.

**Dark orange** can mean deceit and distrust.

**Red-orange** means desire, pleasure, domination, aggression.

**Orange increases oxygen supply to the brain.**  
**Orange stimulates mental activity.**  
**Orange stimulates the appetite.**

# COLOUR MEANING

## BLACK & WHITE

### **BLACK**

**POWER: AUTHORITY: ELEGANCE: MYSTERY**  
***FEAR: EVIL: MOURNING: SECRECY: HEAVINESS***

Black makes objects look smaller.  
Black makes other colours look brighter.

Night  
&  
Death

### **WHITE**

**PERFECTION: VIRTUE: CLEANLINESS: TRUTH**  
***FRAGILITY: ISOLATION***

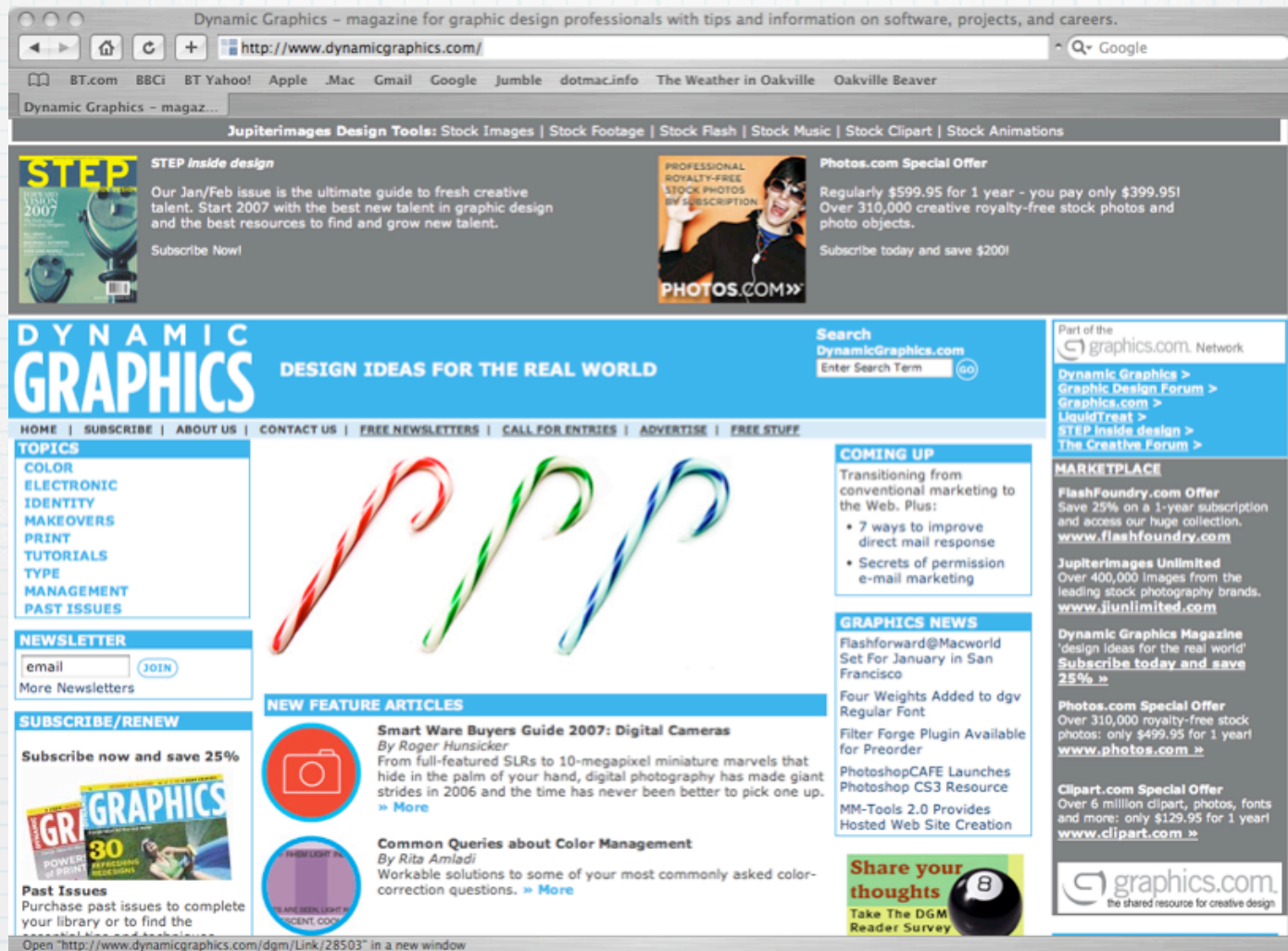
White is a perfectly balanced colour.  
White is so bright it can cause headaches.

Light  
&  
Purity

# COLOUR PALETTES

One source for the information about Graphics Matters is:-

<http://www.dynamicgraphics.com>



The site has lots of useful links for you to explore.



# COLOUR PALETTES

including -

past articles from the magazine

## PAST ARTICLES



### 10 Rules for Type in Invitations

These 10 guidelines for applying type in invitations will help you make occasions more memorable. » [More](#)



### Trouble-Free Color Palettes: Childlike

Break out the fingerprints for a giggling-good color palette. » [More](#)



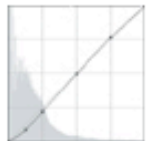
### VDP: Get Up Close and Personal With the Public

Used strategically and with proper attention to details, Variable Data Printing (VDP) can drive direct mail effectiveness to new heights. » [More](#)



### Smart Ware Buyers Guide 2006: Input Devices

Here's an update on some of the latest input devices and how they can change the way you work. » [More](#)



### Achieve Great Color With a Camera Raw Workflow

How to get the best color from Raw captures using software built into Adobe Photoshop CS/CS2 and Bridge. » [More](#)



### Color Harmony: Logos

Color plays a crucial role in the message and mood a logo communicates. Three considerations for employing color in logos will help you master the harmony. » [More](#)



### Trouble-Free Color Palettes: Athletic

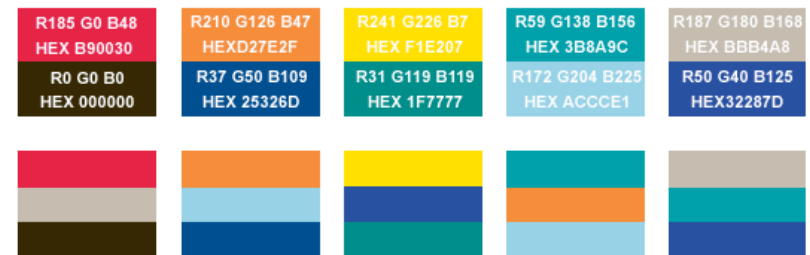
Give your next project a workout with an athletic color palette. » [More](#)

## Available information

### PALETTE: Athletic



### PALETTE: Combinations



HOME RUN  
CHEER  
KICKOFF  
TEAM

There are many palettes available and they give Pantone, CMYK & RGB information

# USING COLOUR PALETTES



"Those original Karim Rashid [packaging] designs were very inspirational for us," says Tim Roper, CP+B executive vice president and creative director. "We immediately saw a company that wants to take some risks."

Examples of the use of creative and dynamic graphic designs are given. Explanations and discussion of the projects are provided by the designers and others involved in the project.



# USING COLOUR PALETTES

This is useful information for candidates as it shows them the way to justify the decisions that they are making.



"The idea of using colors as your palette that complement a pink grapefruit, or a cucumber, or lavender, or eucalyptus mint is very intentional and purposeful."

Background color for the the pink grapefruit execution was C0 M45 Y40 K0.

Fonts maintaining the cool, clean tone in the booklets and website are Avenir Black, Avenir Roman, and Recycle.